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July 28, 1986

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MEMORANDUM FOR: P/D - John Mosher
FROM: P/DH - Saul S. Gefter
SUBJECT: Afghan Media Project - Preliminary Report

Based on discussions with Charles Shutt and Kent Obee last week, the following preliminary report is rendered. I expect that we will receive a cable from USIS Islamabad either on July 29 or July 30.

- o The overall trip can be catagorized as positive and the results encouraging. Discussions with the GOP MPA, Mr. Sethi, GOP Public Information Officer, Mr. Kushkaki and Pakistani Television indicate that the project can begin in Pakistan in September, provided certain conditions are met.
- o Mr. Kushkaki has agreed to assume the position of director of the new Afghan News Agency. The Afghan News Agency, as a legal entity, will revolve around Mr. Kushkaki rather than being sponsored or initiated by the Alliance or an Afghan organization.
- o Mr. Kushkaki desires the headquarters of the Afghan News Agency to be located in Islamabad, with bureaus in Peshawar and Quetta. An initial one year budget has been submitted to Mr. Shutt who should include this document with his trip report. Mr. Kushkaki sees as a necessary requirement, setting up a staff operation with contract arrangements over an initial one year period, in addition to himself as director, provision is made for deputy directors for print, still photography and TV, administrative expenses and support personnel. Initial first year staffing requirements could result in 20 persons being employed by ANA.

o The Hearst Corporation can have a media consultant in Islamabad on or about September 1st to begin the project, and Boston University can begin the training program on or about September 10th. Both Hearst and BU will press for additional funds to be made available immediately by USIA over and above the the current grants approximating \$200,000 to cover the cost of facilities rental, utilities, personnel contracts, telex and basic video equipment for the trainees. (P/DH suggests that \$100,000 may be sufficient which may be available from USIA year-end funds. However, if Hearst agrees, monies can be reallocated from the Hearst FY 86 grant funds provided the Agency agrees to replace the those used for start-up with FY 87 funds).

o The grantee representatives will meet with Gerhard Loewenthal of ZDF in Frankfurt upon their arrival the morning of July 29th. P/DH has contacted the Bonner Afghan Committee to set up an appointment for Mr. Shutt on Wednesday, July 30th. Loewenthal still sees close cooperation between the two projects, but is looking for a separation of activities at this time rather than a melding of the operations. Exactly what can be worked out in Pakistan on the Afghan Media Project will determine the possibilities for German Media Project involvement.

o Mr. Shutt discussed the development of the press packet for potential Afghan Media Project clients with all parties in Islamabad. No one seemed to have any problem in the packet being produced in the United States and photo-ready copy sent to Islamabad for approval with the printing and distribution being done in Pakistan. The packet could be produced here by an Afghan on contract by the middle of November, and would be published and distributed by the Afghan News Agency. Mr. Shutt also sees sufficient acquisitions of video and other materials being done by the ANA between September and December 1986, and distribution by the ANA, particularly during the training phase. He foresees air shipping basic media products by the ANA from Pakistan occurring about December. In addition, the ANA could telex print media items from Islamabad almost immediately after operations commence..

o Discussions between Mr. Schutt and Pakistan TV officials indicate that the cost for satellite transmission of still photo, print and video materials is not as expensive as Hearst originally contemplated. The cooperation shown by Pakistani TV representatives was excellent.

- o Professor Maitre has identified a Pakistani who could be used for training in place of one BU contract trainer. The timing of his involvement presently appears to be problematical because of other commitments.

- o BU may propose 10 students for each training session in print, still photography and video. It is anticipated that Professor Maitre will request that USIA purchase the equipment necessary for all trainees before BU starts the training project in Pakistan.

I expect that the trip reports will be submitted by Messers Schutt and Maitre after their return to the US this weekend which will enable us to give the Director a comprehensive report by August 15th.

Drafted:P/DH - SSGeffer/flm 7/28/86
Document #0158A